

FIG. 1

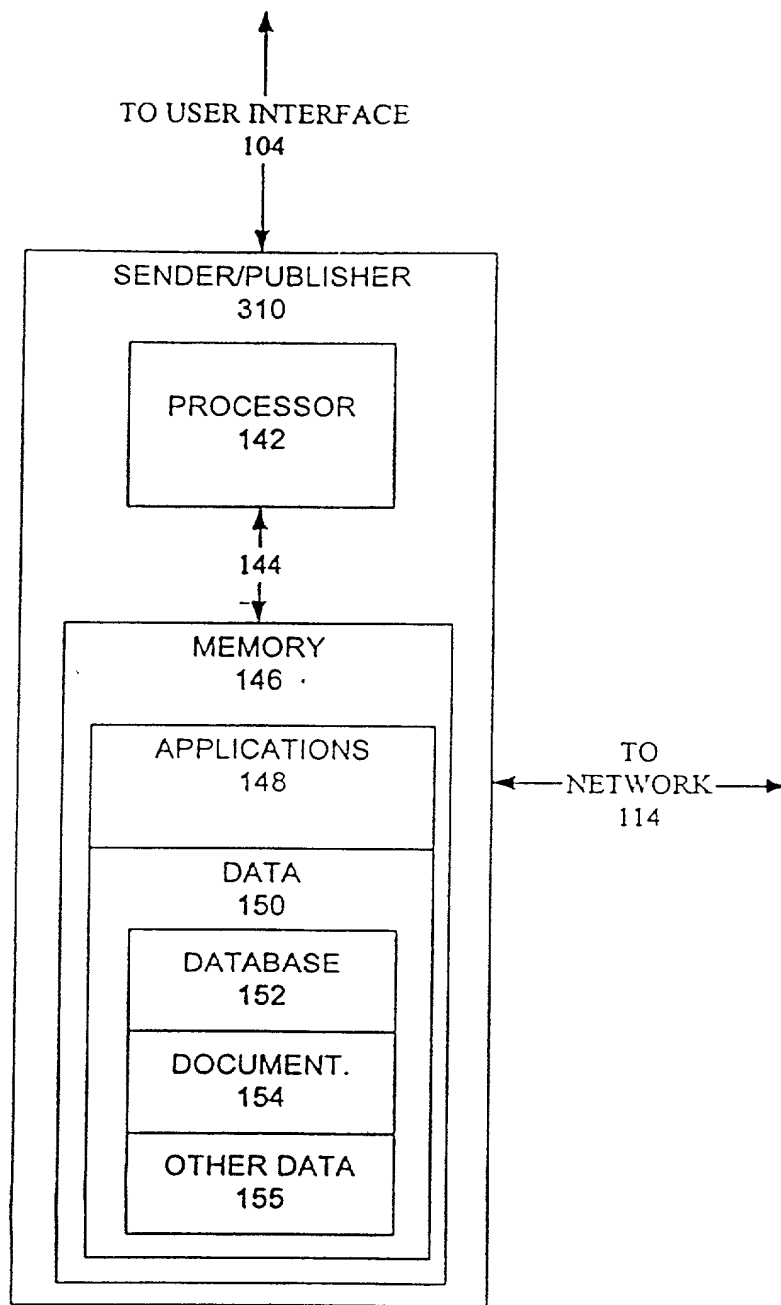


FIG. 2

400 → STORYTELLER ID = ECOUPON5
 402 → PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG
 404 → PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBN12980 100DPI.JPG
 406 → PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBN12980 200DPI.JPG
 408 → PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBN12980 ENG.WAV
 410 → PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBN12980 SPAN.WAV
 412 → PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBN12980 ENG.WAV
 414 → PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBN12980 SPAN.UNI
 416 → OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBN12980 OFFER ENG.TXT
 418 → OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBN12980 OFFER SPAN.TXT
 420 → PRODUCT SKU = 98374822
 422 → FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMO24\ISBN12980 OFFER ENG.TXT
 424 → FIRSTNAME = DAVE
 426 → EMAIL ADDRESS = DAVESAXBY@HOME.COM
 428 → CUSTOMER ID = 29604830
 430 → MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3

FIG. 4

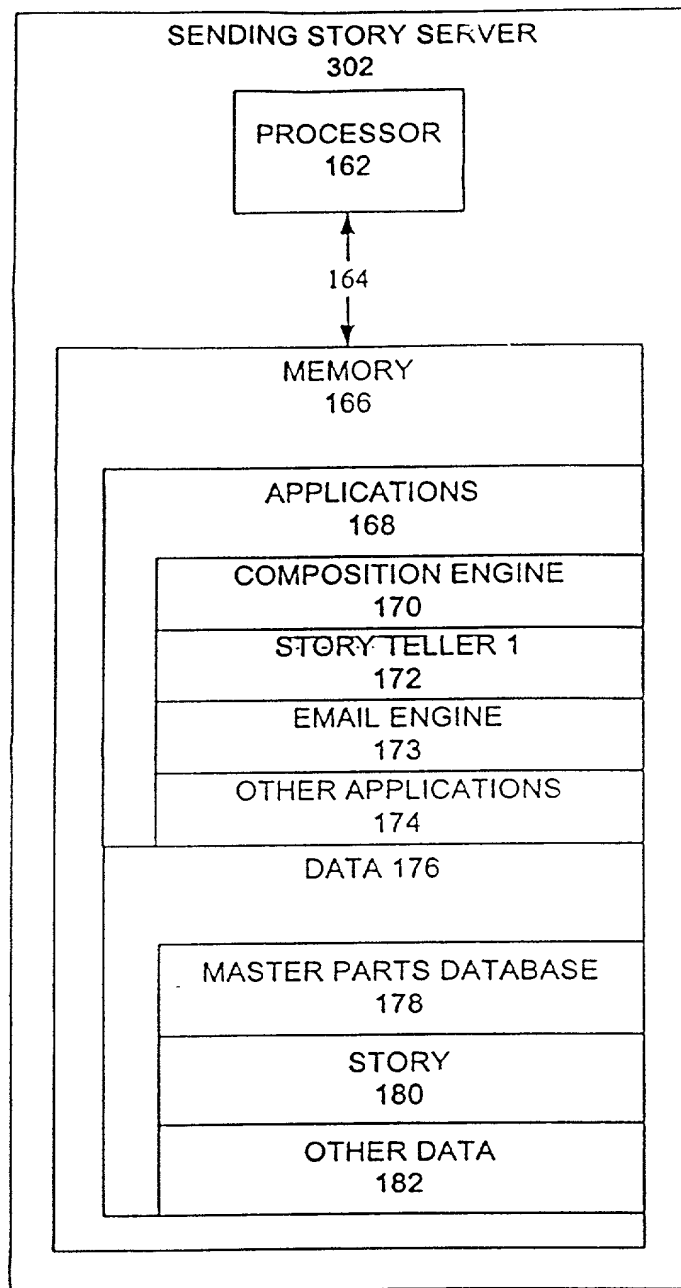


FIG. 4

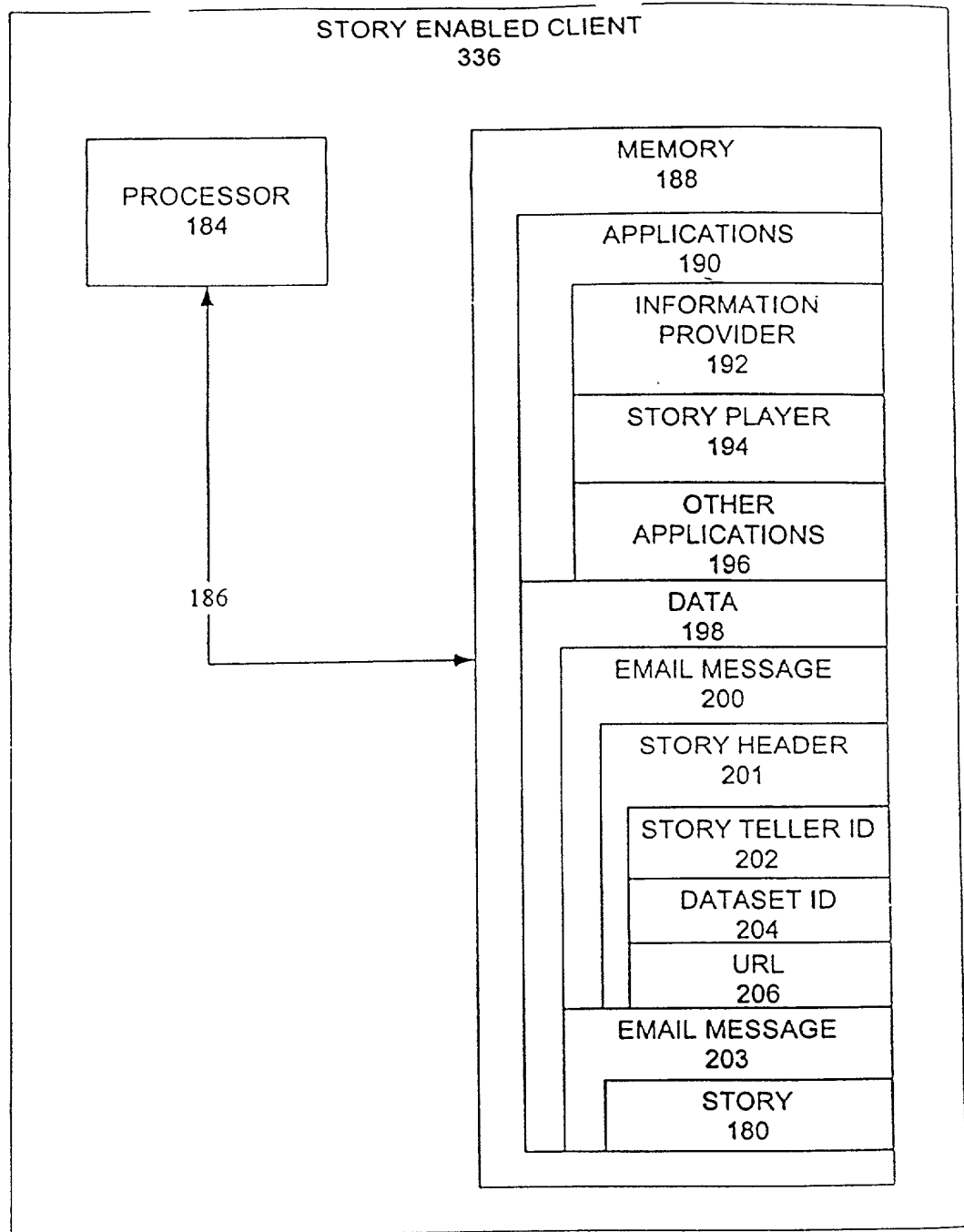


FIG. 5

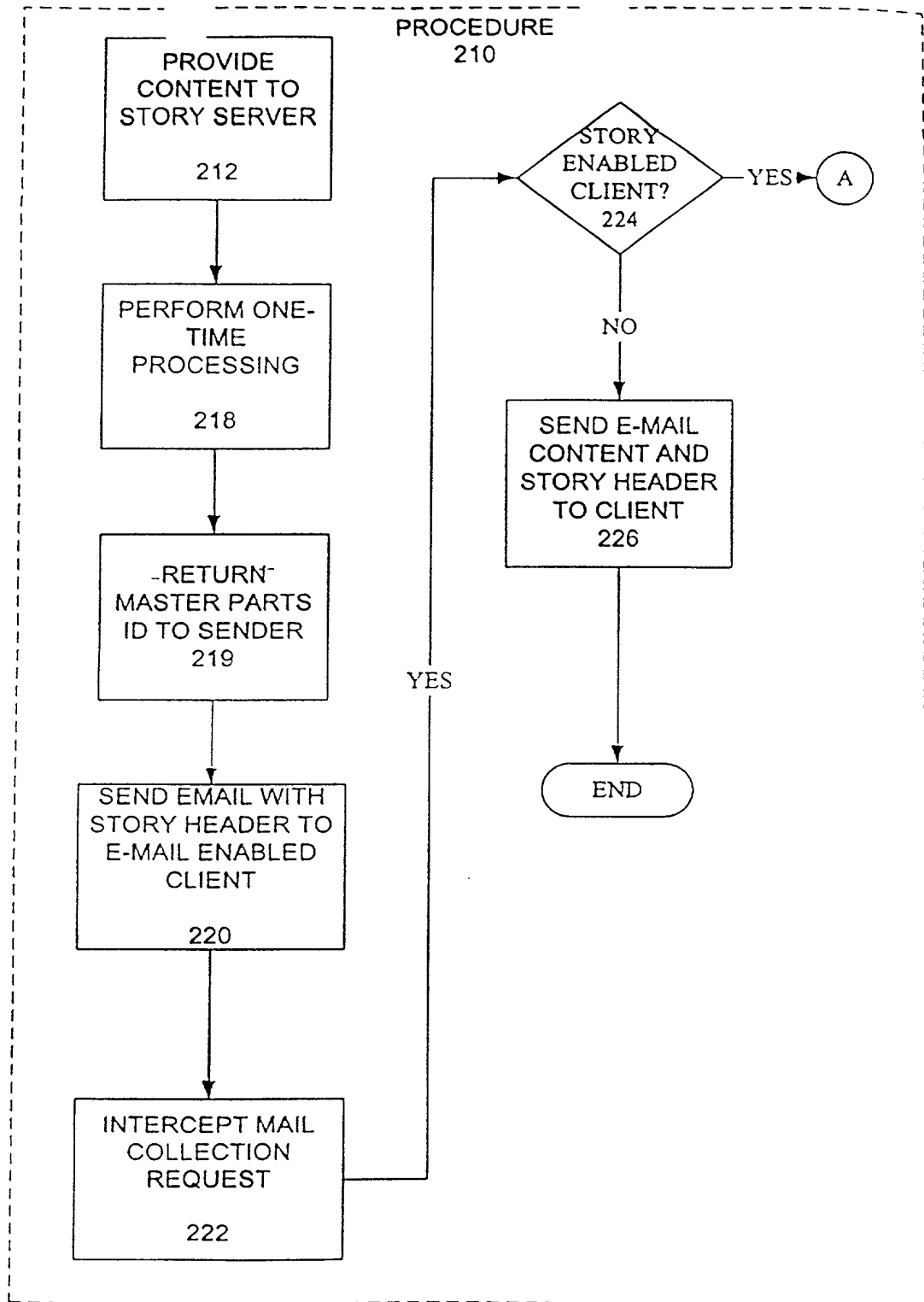


FIG. 6

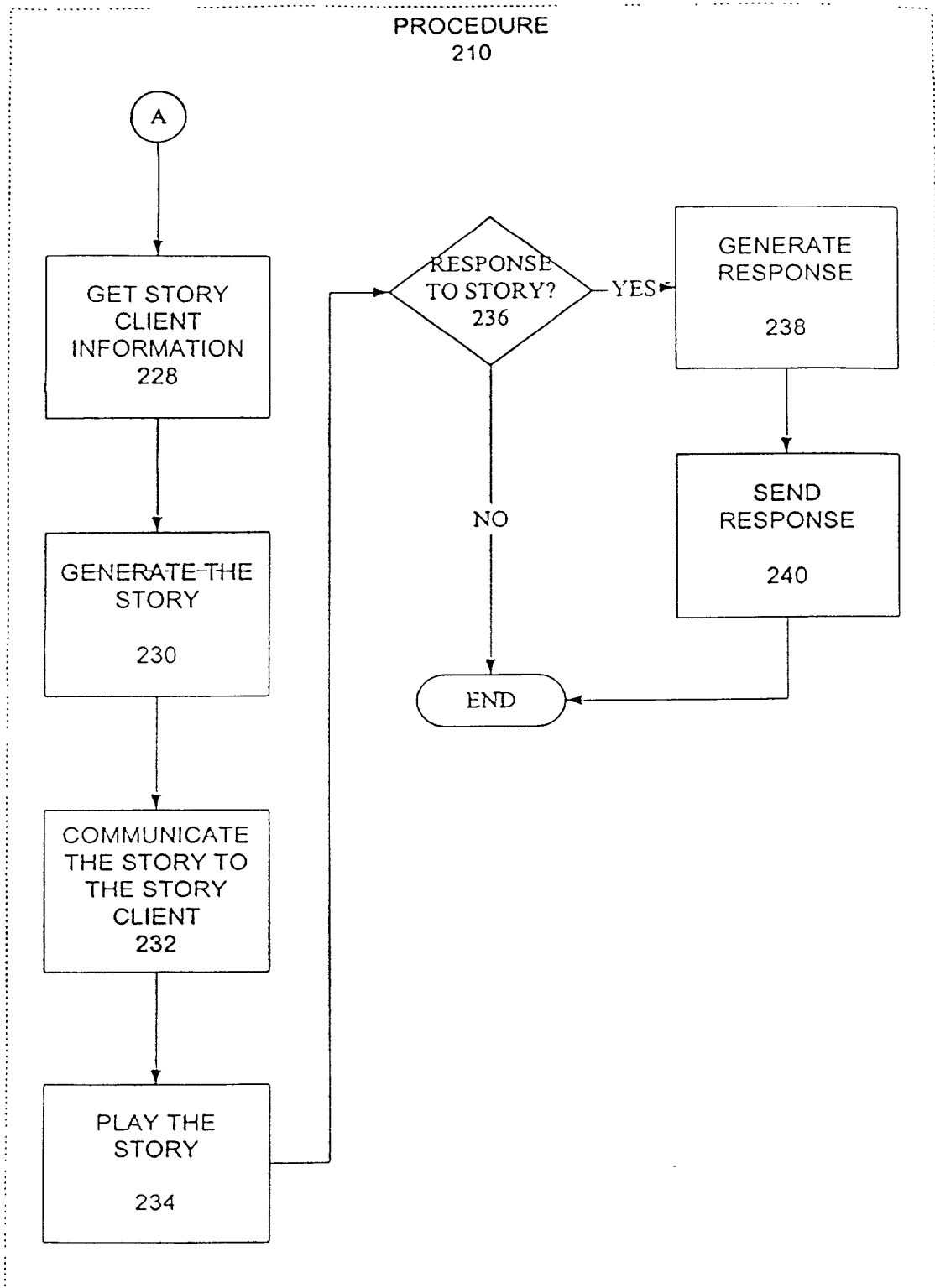


FIG. 7

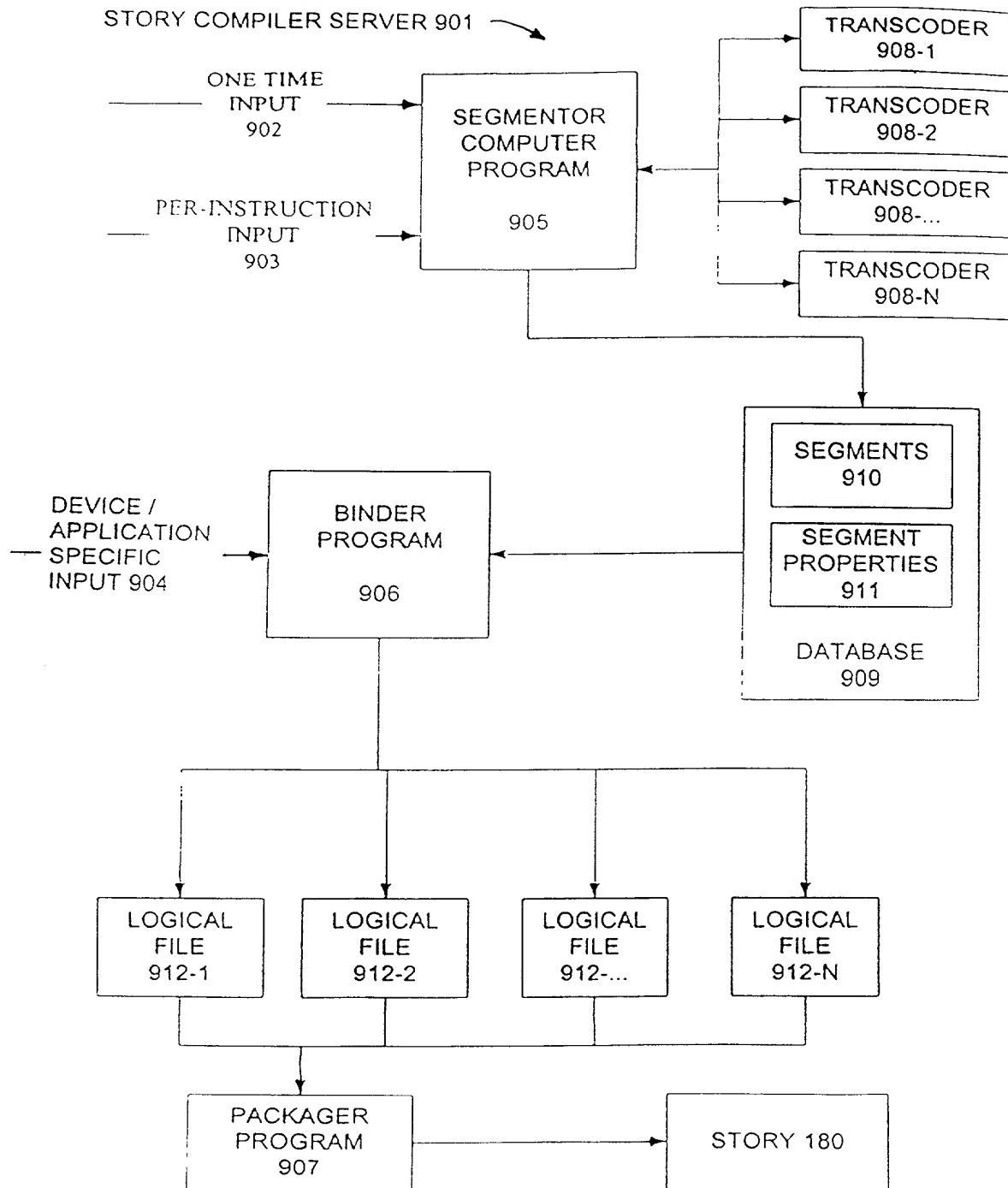


FIG. 8

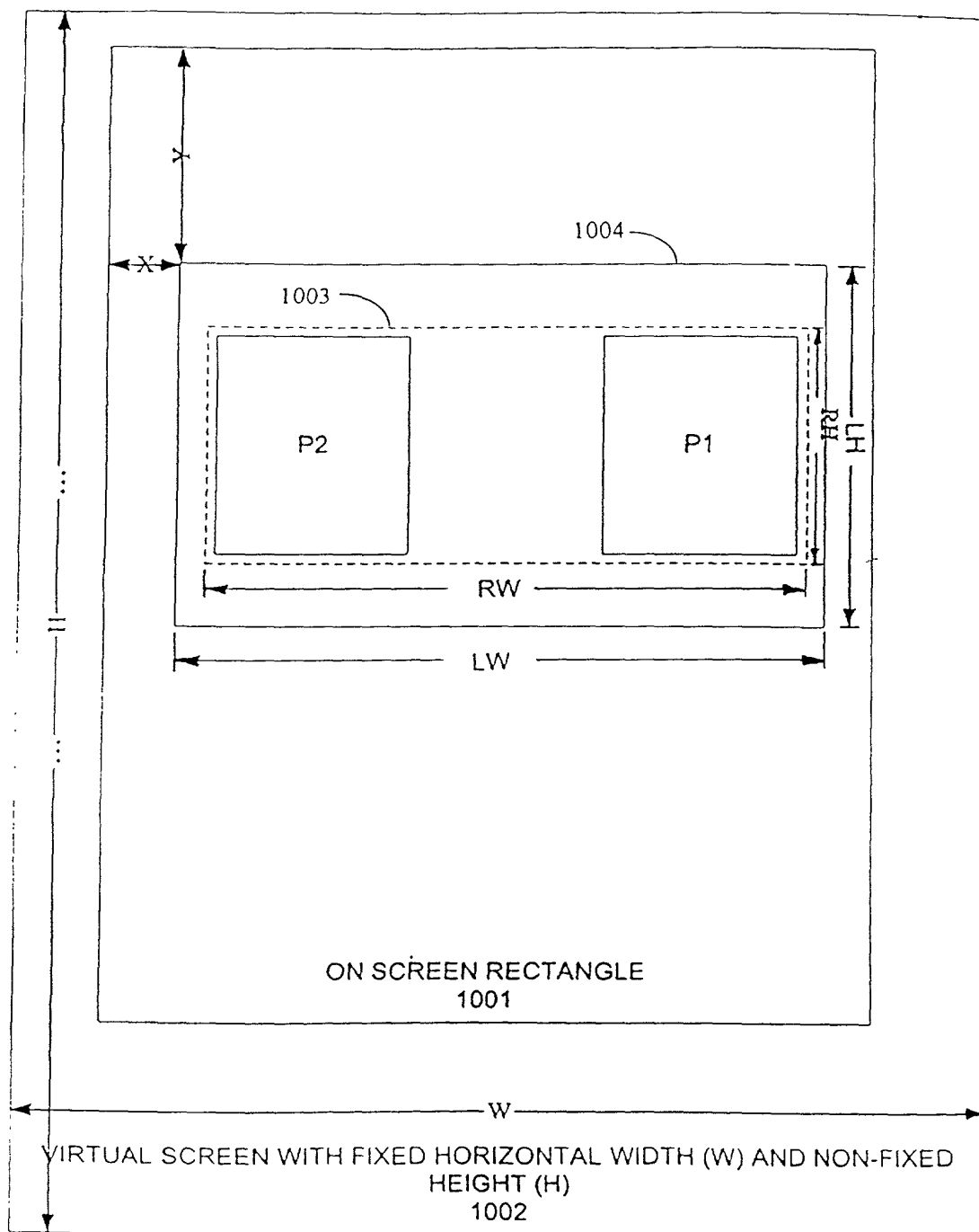


FIG. 9

Redundancy Field 48-bits	Message Number Field 48-bits
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FIG. 10

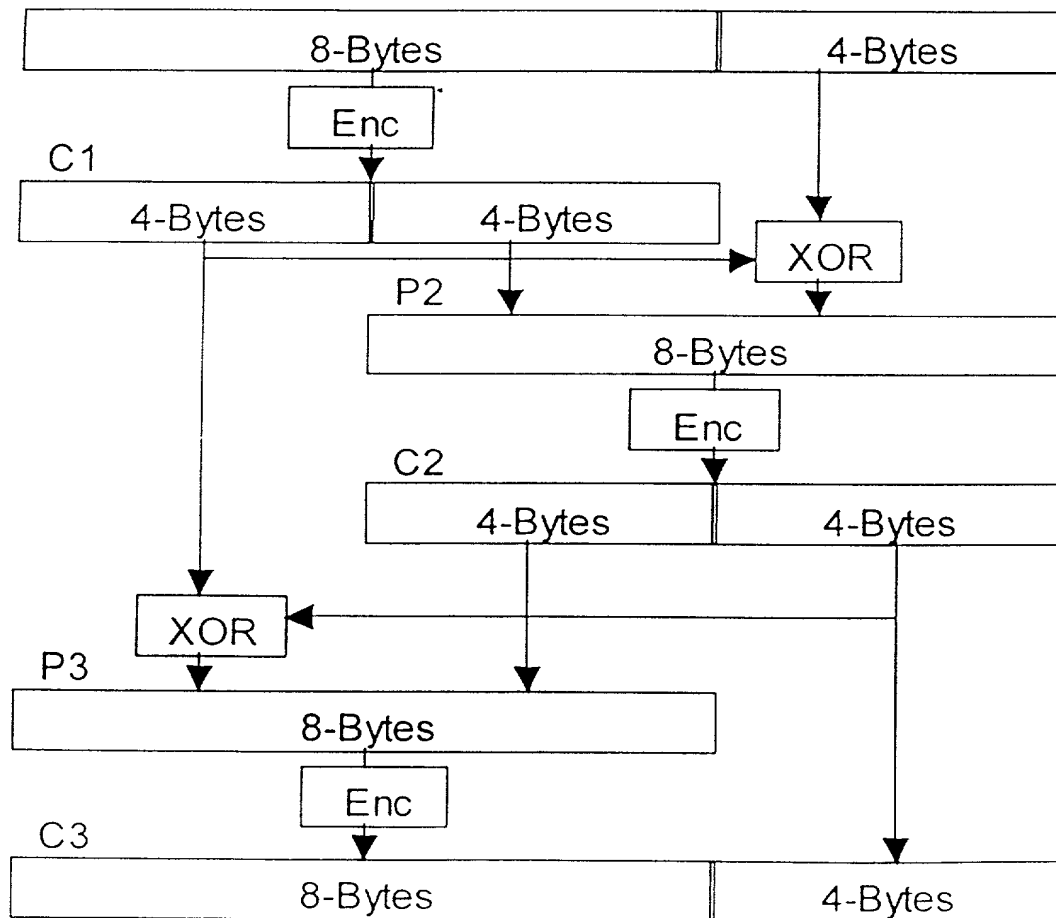


FIG. 11